

Art Unit: \*\*\*

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1. A method for serving an electronic version of a print advertisement on a World Wide Web site, comprising:
  - preparing an electronic version of a print advertisement;
  - serving a Web page; and
  - serving a full form of said print advertisement on said Web page.
2. The method of claim 1, further comprising:
  - providing an indication of an opportunity to view said electronic version of said print advertisement; and
  - receiving an indication of a willingness to view said electronic version of said print advertisement.
3. The method of claim 2, wherein said providing an indication of an opportunity to view said electronic version of said print advertisement includes serving at least one of the following:
  - a pop-up window on which a willingness to receive said electronic version of said

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print advertisement can be indicated; and

a Web page on which a willingness to receive said electronic version of said print advertisement can be indicated.

4. The method of claim 1, wherein said preparing an electronic version of said print advertisement includes receiving said electronic version of said print advertisement.

5. The method of claim 1, further comprising:

providing an indication of an opportunity to participate in a sweepstakes; and  
receiving an indication of an interest in participating in said sweepstakes.

Claim 6 (Cancelled)

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7. A system for serving an electronic version of a print advertisement on a World Wide Web site, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor

being operative to:

prepare an electronic version of a print advertisement;

serve a Web page; and

serve a full form of said print advertisement on said Web page.

8. A computer readable medium for use in a server hosting a World Wide Web site, the computer readable medium storing a computer program comprising:

computer readable means for establishing an electronic version of a print advertisement;

computer readable means for downloading a Web page; and

computer readable means for downloading a full form of said print advertisement on said Web page.

**Claim 9 (Cancelled)**

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10. A method for serving an advertisement on a World Wide Web site, comprising:
- serving a brand component on at least one of a window or Web page;
  - serving a small form of an advertisement on at least one of a window or Web page;
  - and
  - serving a large form of said advertisement on at least one of a window or Web page.

## Claims 11-12 (cancelled)

13. The method of claim 10, further comprising:
- providing an indication of an opportunity to view said advertisement; and
  - receiving an indication of a willingness to view said advertisement.
14. The method of claim 10, further comprising:
- serving at least one of window or Web page requesting confirmation of a viewing of at least one of said brand component, said small form of said advertisement and said large form of said advertisement.
15. The method of claim 14, wherein said at least one of a window or Web page requesting confirmation is displayed for a fixed period of time.

## claims 16-19 (cancelled)

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20. The method of claim 10, wherein said large form of said advertisement is scrolled on at least one of a window or Web page.

## Claim 21 (cancel)

22. A system for serving an advertisement on a World Wide Web site, comprising:
- a memory;
  - a communication port; and
  - a processor connected to said memory and said communication port, said processor being operative to:
    - serve a brand component in at least one of a window or Web page;
    - serve a small form of an advertisement in at least one of a window or Web page; and
    - serve a large form of said advertisement in at least one of a window of Web page.

23. A computer readable medium for use in a server hosting a World Wide Web site, the computer readable medium storing a computer program comprising:
- computer readable means for providing a brand component;
  - computer readable means for providing a small form of an advertisement; and
  - computer readable means for providing a large form of said advertisement.

## Claim 24 (cancel)

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25. A method for serving an electronic version of a print advertisement on a World Wide Web site, comprising:

preparing an electronic version of a print advertisement;

serving a Web page; and

serving at least a portion of said electronic version of said print advertisement on said Web page.

26. The method of claim 25, wherein said electronic version of said print advertisement is representative of an unmodified version of said print advertisement.

27. The method of claim 25, wherein said electronic version of said print advertisement is representative of a modified version of said print advertisement.

28. A method for serving an advertisement on a World Wide Web site, comprising:  
serving a first Web page having a brand component, wherein said first Web page is not resizable by a viewer using browser software; and  
serving a second Web page having a first form of an advertisement such that said first Web page is not viewable to said viewer.

29. The method of claim 28, wherein said second Web page is not resizable by a viewer using browser software

Claims 30-31 (Cancelled)

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32. A method for serving an advertisement on a World Wide Web site, comprising:
- serving a first Web page having a first form of an advertisement, wherein said first Web page is not resizable by a viewer using browser software; and
  - serving a second Web page having a second form of said advertisement such that said first Web page is not viewable to said viewer.

### Claim 33 (Cancel)

34. The method of claim 32, wherein said second Web page is not resizable by a viewer using browser software.
35. The method of claim 32, wherein said first Web page is configured so that it is displayed full screen when it is displayed on a user device.

### Claim 36 (Cancel)

37. A method for serving an advertisement on a World Wide Web site, comprising:
- serving a first window having a brand component, wherein said first window is not resizable by a viewer using browser software; and
  - serving a second window having a first form of an advertisement such that said first window is not viewable to said viewer.
38. The method of claim 37, wherein said second window is not resizable.



## Claims 39-40 (Cancelled)

41. A method for serving an advertisement on a World Wide Web site, comprising:
- serving a first window having a first form of an advertisement, wherein said first window is not resizable; and
  - serving a second window having a second form of said advertisement such that said first window is not viewable to said viewer.

## Claim 42 (cancel)

43. The method of claim 41, wherein said second window has a fixed size.
44. The method of claim 41, wherein said first window is configured to be displayed full screen when it is displayed on a user device.
45. The method of claim 41, wherein said second window is configured to be displayed full screen when it is displayed on a user device.

## Claims 46-55 (Cancelled)

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--56. (New) The method of claim 10, wherein at least one of the following occurs:

said brand component is displayed for a fixed period of time;

said advertisement is displayed for a fixed period of time; and

said large form of said advertisement is displayed for a fixed period of time.

57. (New) The method of claim 10, further comprising at least one of the following:

receiving an indication of a confirmation of a viewing of at least one of said brand component, said small form of said advertisement, and said large form of said advertisement; and

receiving an indication of a willingness to view at least one of said brand component, said small form of said advertisement, and said large form of said advertisement.--